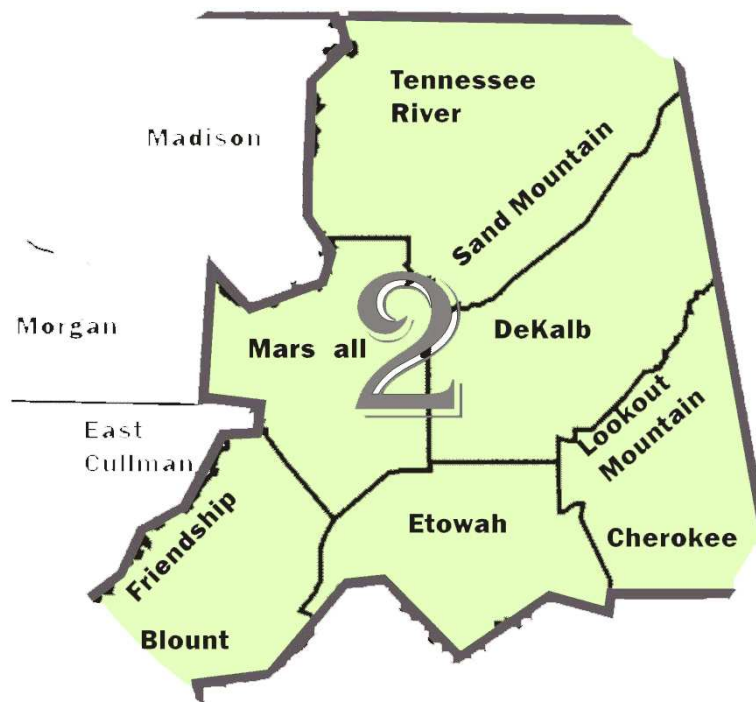


MISSION POINTS

Top Unreached Locations



Top Mission Points in District 2:
Northeast Mountain District, Alabama



Understanding Your Mission Point Report

The purpose of the Mission Point Report is to provide direction for pinpointing locations where missional activity is greatly needed. “Missional activity” may be defined as incarnational mission that leads to the reaching of new believers and the starting of new ministries and new congregations.

The Mission Point Report identifies the top unreached locations within the chosen geographical area. To arrive at this designation, a number of data sources have been used and cross-tabulated in order to make this determination. These locations are chosen based on the following factors within the site location:

1. A weighting algorithm that includes the following variables: number of households, percent of active evangelical presence, percent of unreached, and percent of religious - but not evangelical.
2. Ring size based on the IICM Sitescape location type: city (generally inner city or high density area) - 1/2 mile ring; suburb - 1 1/2 mile ring; towns - 3 mile ring; and country - 7 mile ring.
3. Distance from other chosen locations based on the IICM Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

Each Mission Point report identifies each location by census tract centroid, latitude & longitude, city, county, IICM Sitescape category and group, density and population patterns, number of households (current year), and the number of households and percentage for: active evangelicals, unreached status, religious but not evangelical, spiritual but not evangelical, and not evangelical and not interested in religion or spirituality. A map of each location is also provided.

The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties are identified with a true/false designation for the site location.

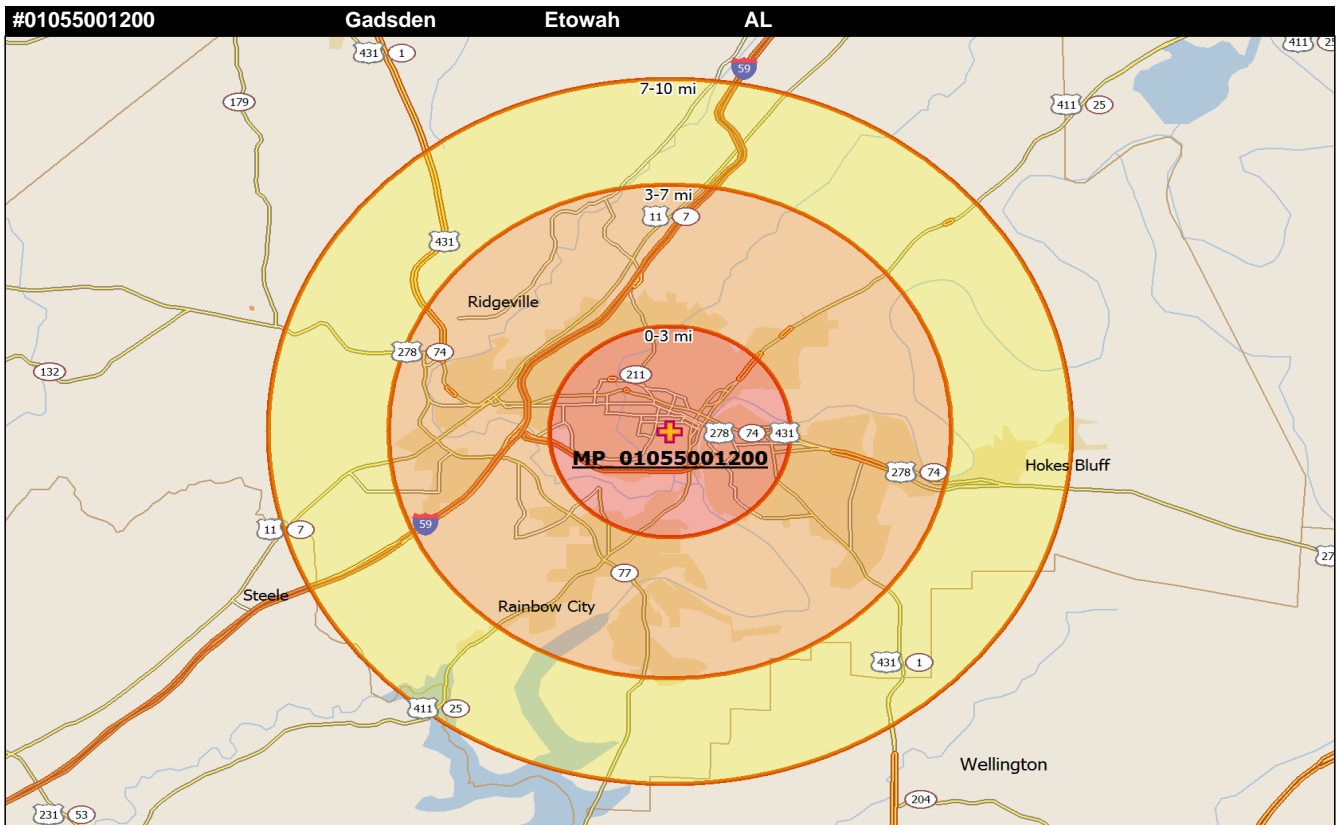
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared to the rest of the country as well.

After the information pages you will find some notes to help interpret the information.

God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01055001200	Total Households in 3 mi Ring	13,105
CT Centroid Latitude	34.00755	Active Evangelical HHLDS	2,754
CT Centroid Longitude	-86.01224	Active Evangelical PERCENT	21.02%
City Location	Gadsden	Unreached HHLDS	9,111
County Location	Etowah	Unreached Percent	69.52%
Sitescape Category code	2	Religious but NOT Evang HHLDS	2,924
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	22.31%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,021
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	7.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	5,345
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.79%

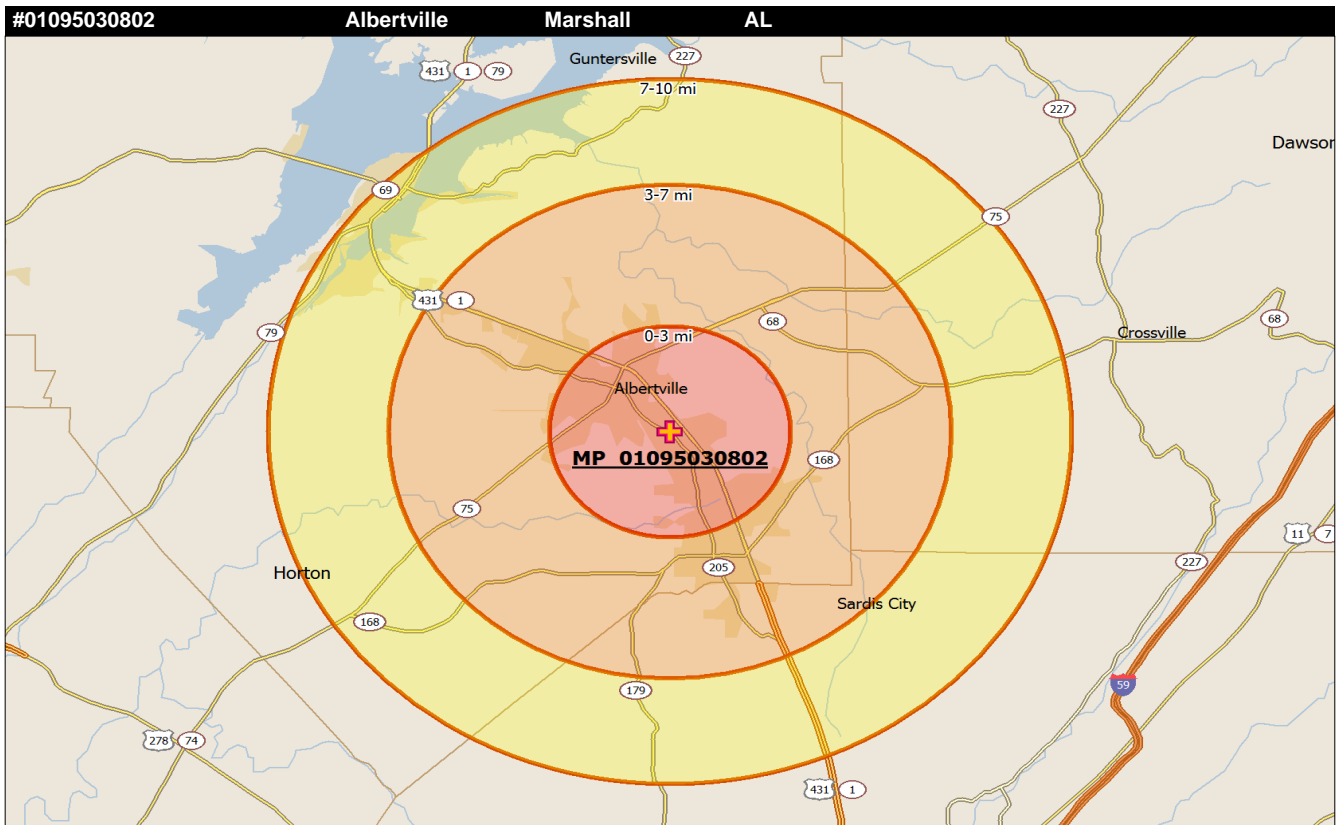
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.4%	Low Education County	False
Mainstay Community	7.26%	Low Employment County	False
Working Community	32.26%	Persistent Poverty County	False
Country Community	3.12%	Popualtion Loss County	False
Aspiring Community	8.37%	Nonmetro Recreation County	False
Urban Community	41.58%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	21.03	Racial Diversity Index	64.86
Ancestry Diversity Index	19.82	Diversity Composite Index	28.83
Foreign Born Diversity Index	28.69	Population Density Index	37.56

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01095030802	Total Households in 3 mi Ring	6,720
CT Centroid Latitude	34.25391	Active Evangelical HHLDS	1,417
CT Centroid Longitude	-86.16836	Active Evangelical PERCENT	21.09%
City Location	Albertville	Unreached HHLDS	4,457
County Location	Marshall	Unreached Percent	66.33%
Sitescape Category code	2	Religious but NOT Evang HHLDS	948
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.1%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	738
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.99%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,774
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.29%

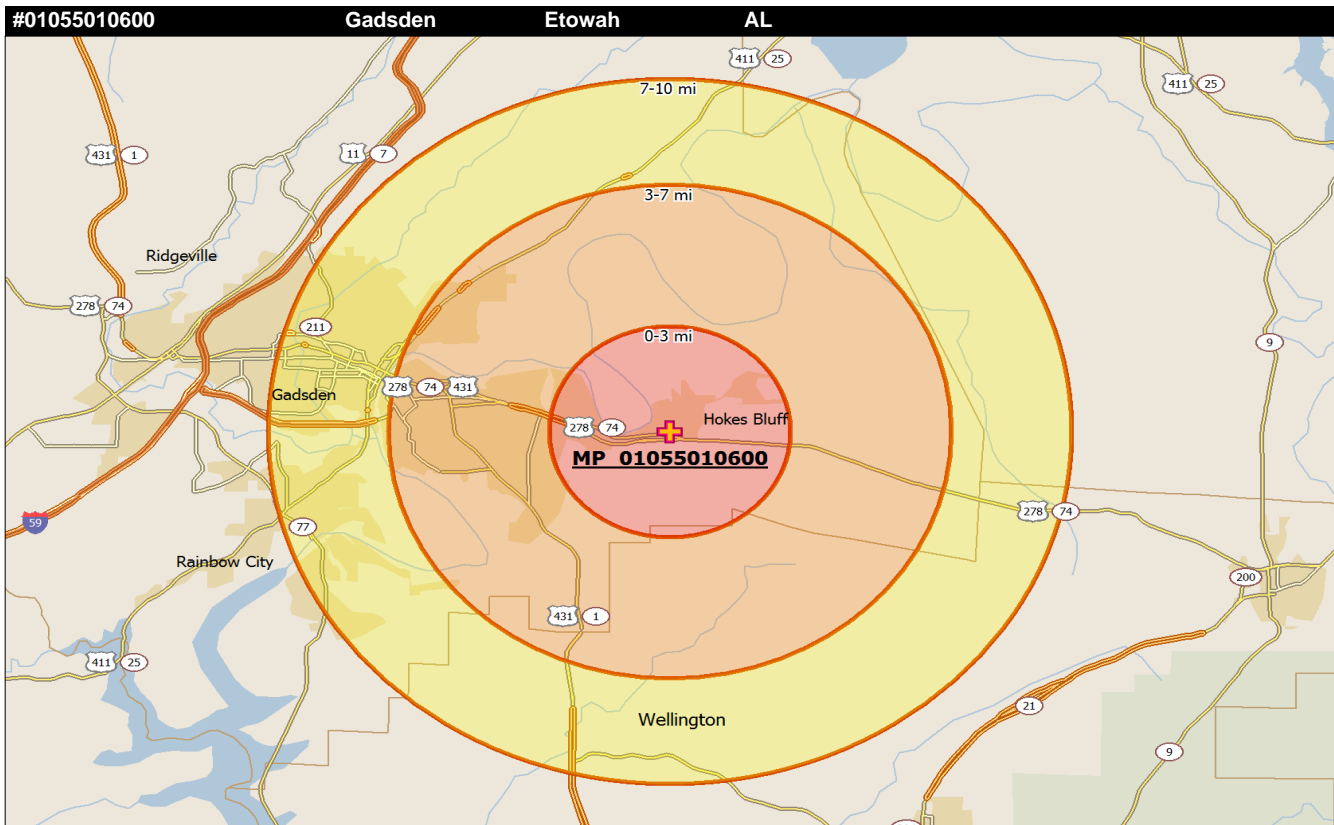
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.32%	Low Education County	False
Mainstay Community	14.79%	Low Employment County	False
Working Community	46.01%	Persistent Poverty County	False
Country Community	11.37%	Population Loss County	False
Aspiring Community	0.4%	Nonmetro Recreation County	False
Urban Community	18.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	55.07	Racial Diversity Index	45.85
Ancestry Diversity Index	48.76	Diversity Composite Index	15.59
Foreign Born Diversity Index	1.24	Population Density Index	29.47

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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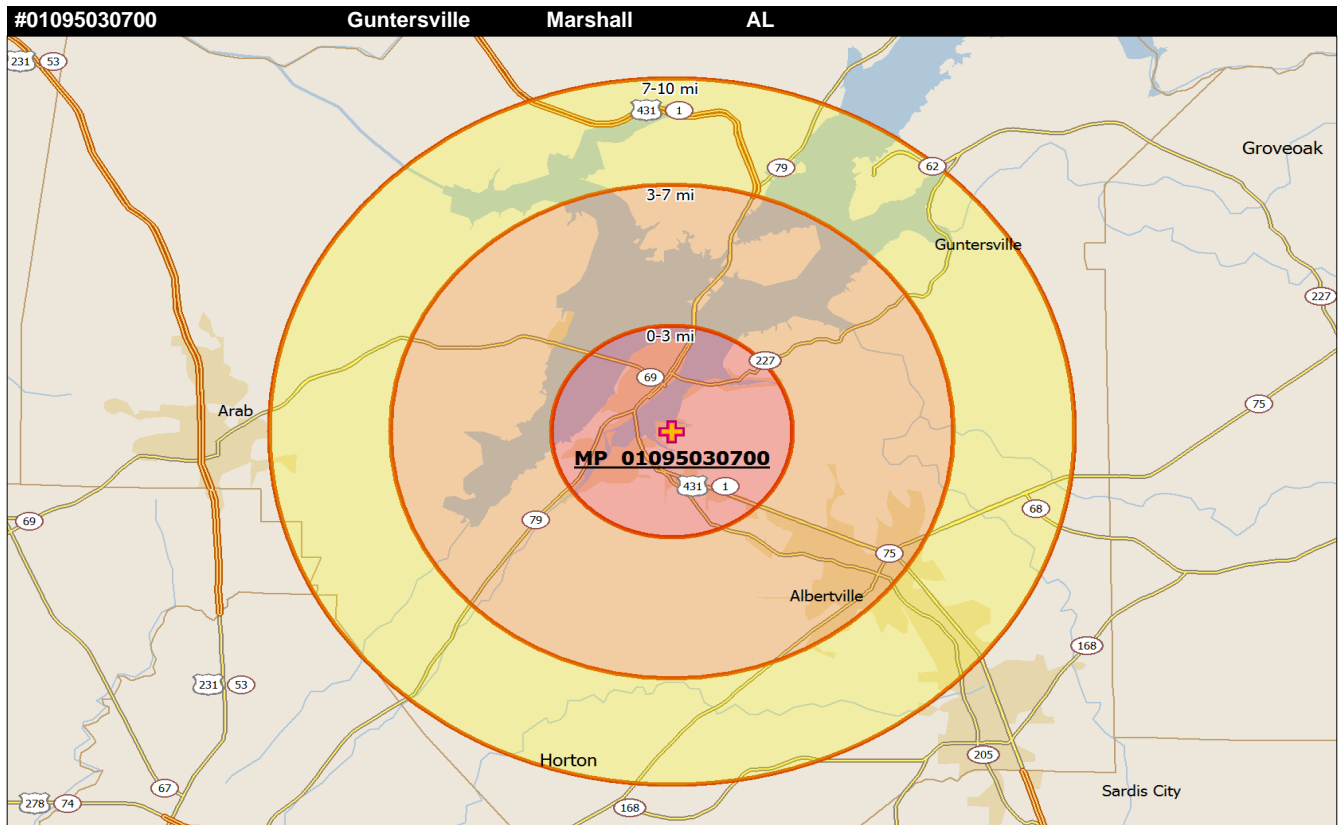
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01055010600	Total Households in 3 mi Ring	2,299
CT Centroid Latitude	34.00013	Active Evangelical HHLDS	583
CT Centroid Longitude	-85.85592	Active Evangelical PERCENT	25.37%
City Location	Gadsden	Unreached HHLDS	1,452
County Location	Etowah	Unreached Percent	63.17%
Sitescape Category code	2	Religious but NOT Evang HHLDS	296
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.89%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	259
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.25%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	897
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.88%	Low Education County	False
Mainstay Community	24.75%	Low Employment County	False
Working Community	27.36%	Persistent Poverty County	False
Country Community	27.36%	Populaltion Loss County	False
Aspiring Community	2.13%	Nonmetro Recreation County	False
Urban Community	2.48%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	0.53	Racial Diversity Index	1.54
Ancestry Diversity Index	67.36	Diversity Composite Index	8.37
Foreign Born Diversity Index	12.08	Population Density Index	13.65



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01095030700	Total Households in 3 mi Ring	3,454
CT Centroid Latitude	34.32728	Active Evangelical HHLDS	729
CT Centroid Longitude	-86.26908	Active Evangelical PERCENT	21.10%
City Location	Guntersville	Unreached HHLDS	2,287
County Location	Marshall	Unreached Percent	66.22%
Sitescape Category code	2	Religious but NOT Evang HHLDS	564
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.33%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	368
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.66%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,362
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.43%

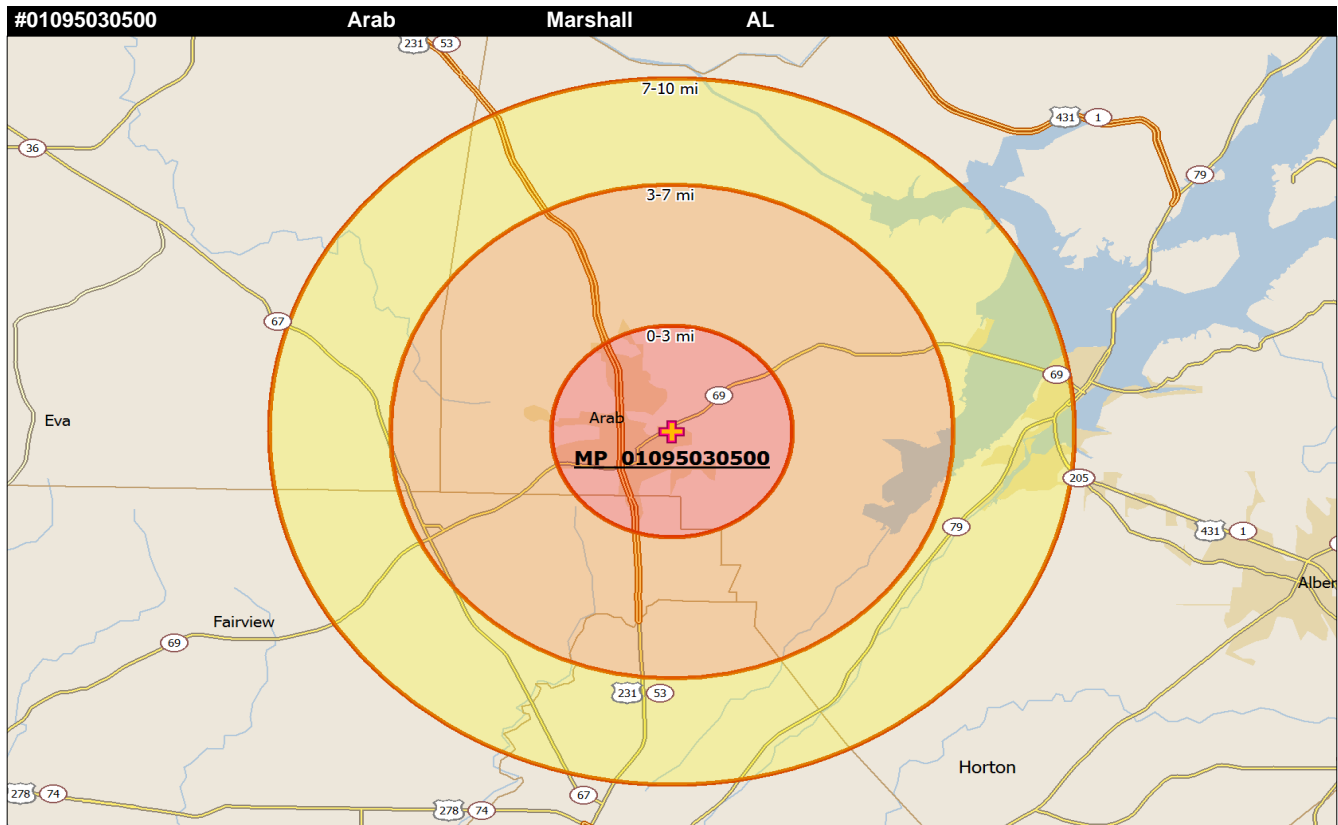
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.28%	Low Education County	False
Mainstay Community	15.49%	Low Employment County	False
Working Community	26.43%	Persistent Poverty County	False
Country Community	26.4%	Population Loss County	False
Aspiring Community	8.31%	Nonmetro Recreation County	False
Urban Community	3.97%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	4.48	Racial Diversity Index	27.31
Ancestry Diversity Index	58.19	Diversity Composite Index	16.39
Foreign Born Diversity Index	38.35	Population Density Index	20.53

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01095030500	Total Households in 3 mi Ring	4,065
CT Centroid Latitude	34.32650	Active Evangelical HHLDS	882
CT Centroid Longitude	-86.45957	Active Evangelical PERCENT	21.69%
City Location	Arab	Unreached HHLDS	2,661
County Location	Marshall	Unreached Percent	65.45%
Sitescape Category code	2	Religious but NOT Evang HHLDS	584
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.37%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	452
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.11%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,625
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.97%

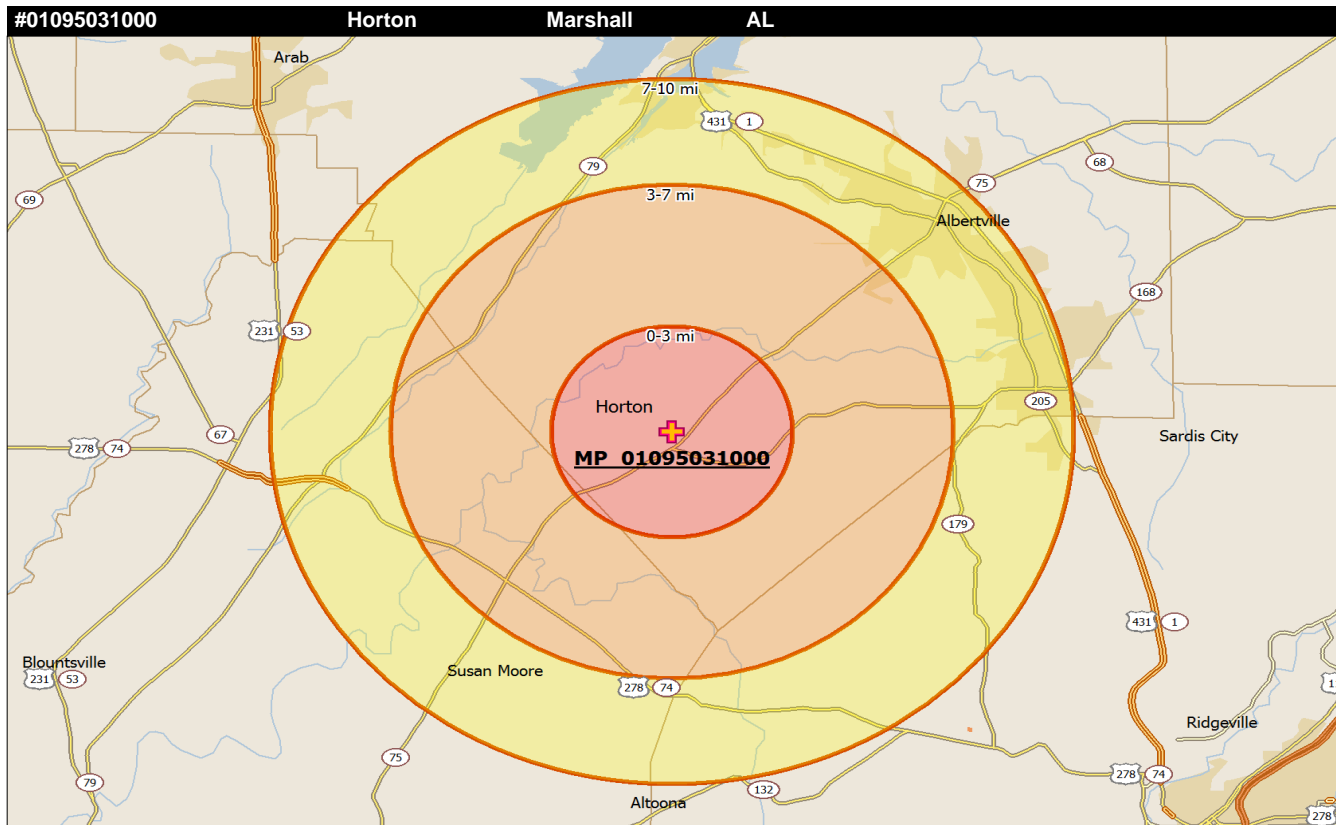
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.08%	Low Education County	False
Mainstay Community	17%	Low Employment County	False
Working Community	36.06%	Persistent Poverty County	False
Country Community	13.9%	Population Loss County	False
Aspiring Community	3.03%	Nonmetro Recreation County	False
Urban Community	5.98%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	3.81	Racial Diversity Index	5.74
Ancestry Diversity Index	67.96	Diversity Composite Index	12.99
Foreign Born Diversity Index	57.64	Population Density Index	23.17

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01095031000	Total Households in 3 mi Ring	977
CT Centroid Latitude	34.19147	Active Evangelical HHLDS	277
CT Centroid Longitude	-86.31445	Active Evangelical PERCENT	28.35%
City Location	Horton	Unreached HHLDS	535
County Location	Marshall	Unreached Percent	54.78%
Sitescape Category code	2	Religious but NOT Evang HHLDS	95
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	9.68%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	75
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.69%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	365
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.41%

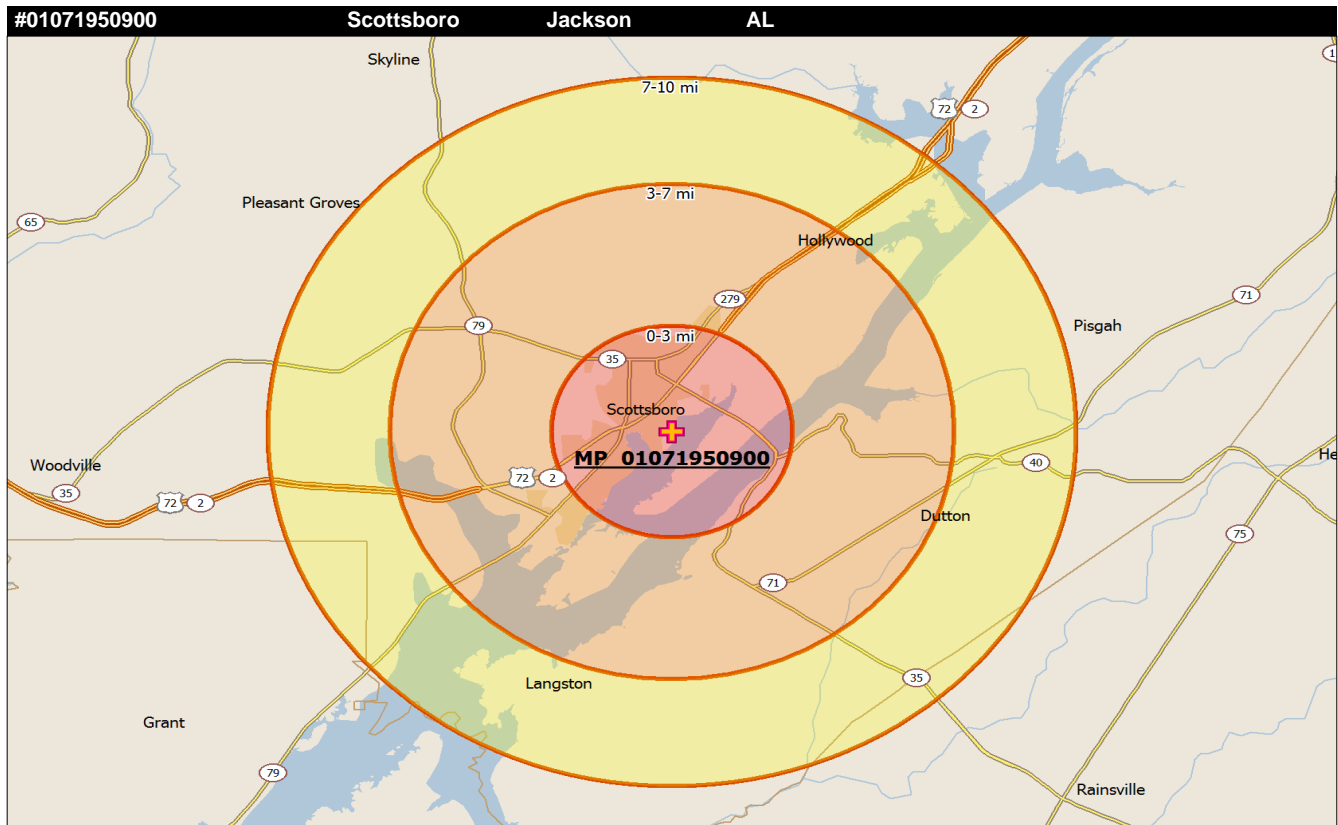
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.57%	Low Education County	False
Mainstay Community	18.83%	Low Employment County	False
Working Community	11.98%	Persistent Poverty County	False
Country Community	54.86%	Population Loss County	False
Aspiring Community	0.61%	Nonmetro Recreation County	False
Urban Community	2.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	32.46	Racial Diversity Index	27.67
Ancestry Diversity Index	45.72	Diversity Composite Index	10.80
Foreign Born Diversity Index	0.00	Population Density Index	13.50

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01071950900	Total Households in 3 mi Ring	4,357
CT Centroid Latitude	34.64225	Active Evangelical HHLDS	784
CT Centroid Longitude	-86.01458	Active Evangelical PERCENT	18.01%
City Location	Scottsboro	Unreached HHLDS	2,884
County Location	Jackson	Unreached Percent	66.19%
Sitescape Category code	2	Religious but NOT Evang HHLDS	646
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.84%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	486
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.15%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,764
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	40.5%

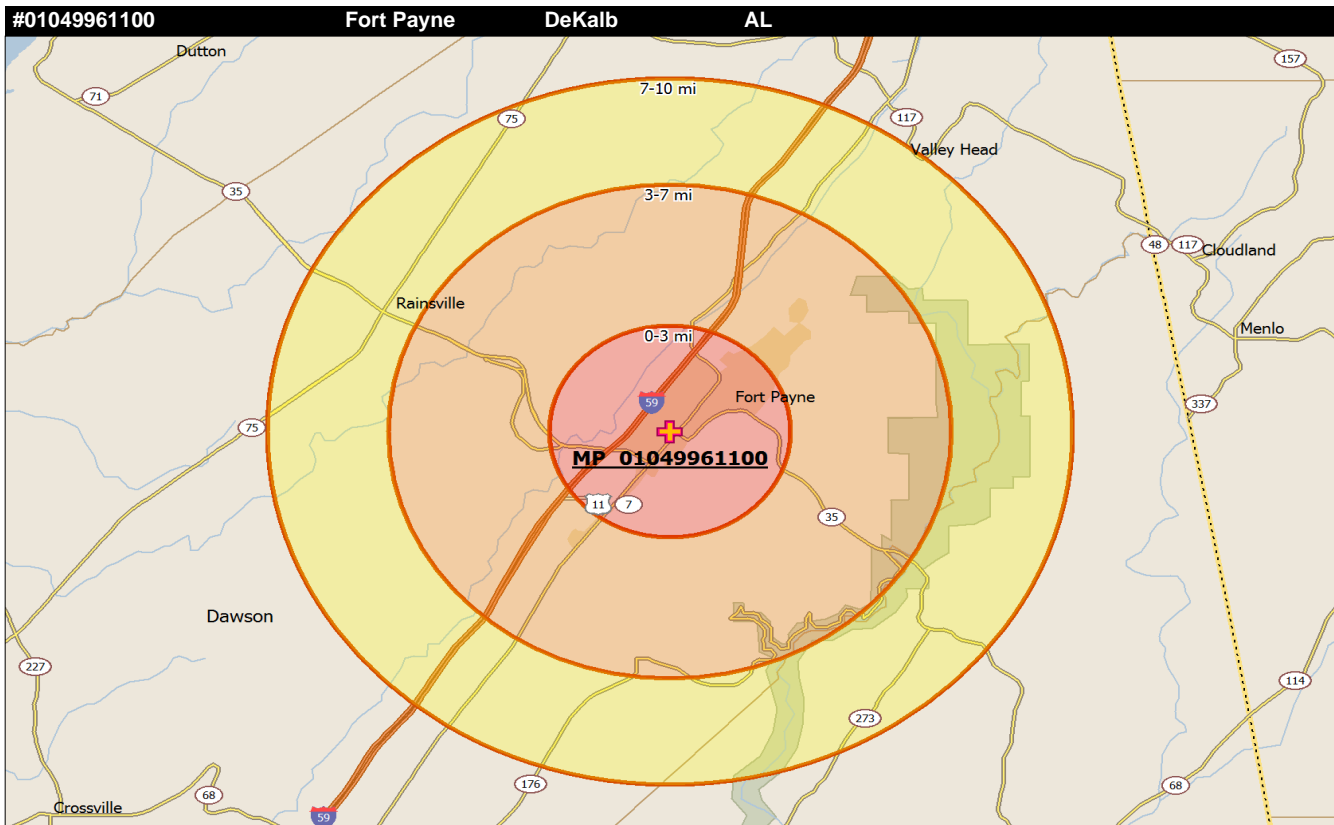
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.38%	Low Education County	True
Mainstay Community	14.05%	Low Employment County	False
Working Community	47.21%	Persistent Poverty County	False
Country Community	11.29%	Popualtion Loss County	False
Aspiring Community	0.21%	Nonmetro Recreation County	False
Urban Community	8.84%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	7.16	Racial Diversity Index	23.86
Ancestry Diversity Index	66.48	Diversity Composite Index	9.76
Foreign Born Diversity Index	30.81	Population Density Index	20.70

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01049961100	Total Households in 3 mi Ring	3,207
CT Centroid Latitude	34.45078	Active Evangelical HHLDS	618
CT Centroid Longitude	-85.72135	Active Evangelical PERCENT	19.27%
City Location	Fort Payne	Unreached HHLDS	2,112
County Location	DeKalb	Unreached Percent	65.85%
Sitescape Category code	2	Religious but NOT Evang HHLDS	444
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.85%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	348
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.86%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,324
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.29%

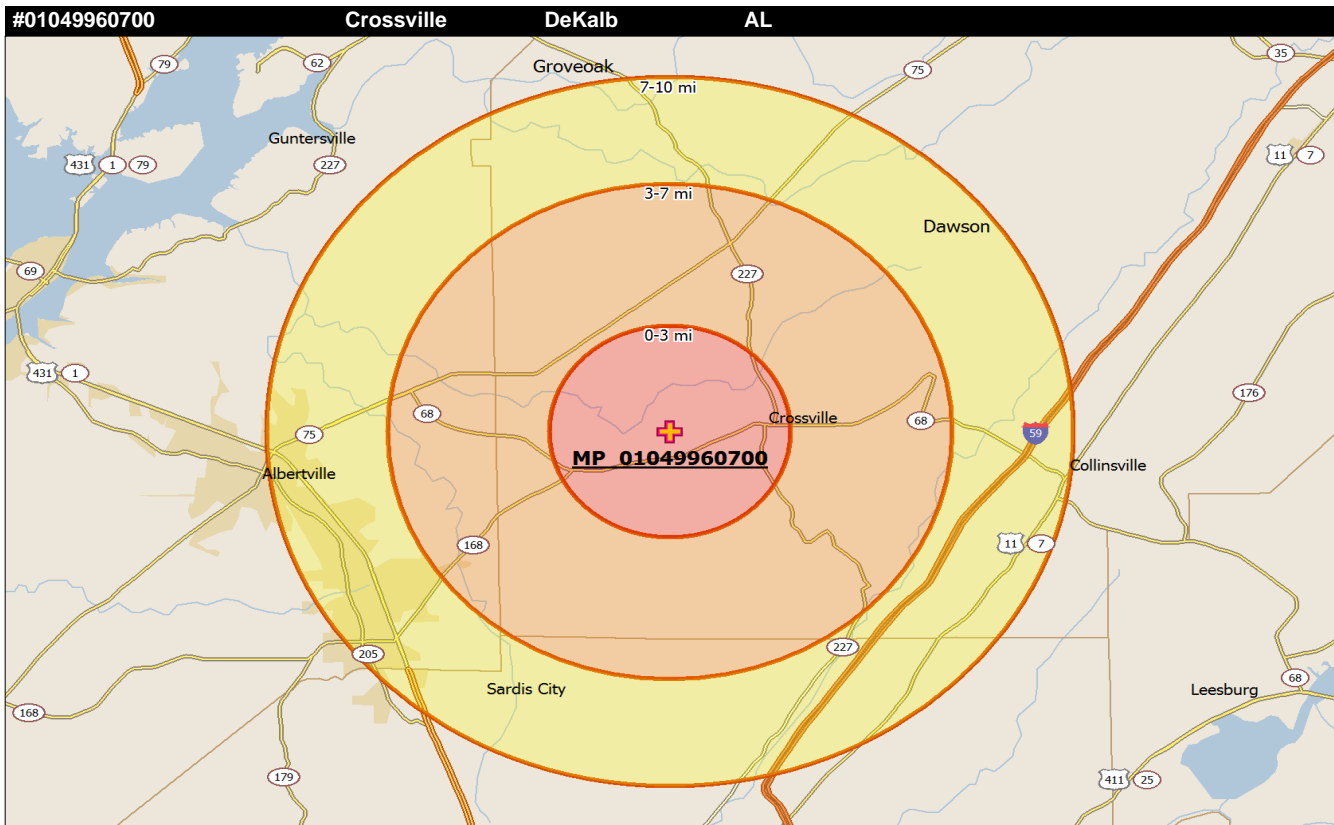
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.65%	Low Education County	True
Mainstay Community	22.45%	Low Employment County	False
Working Community	48.27%	Persistent Poverty County	False
Country Community	13.25%	Population Loss County	False
Aspiring Community	2.68%	Nonmetro Recreation County	False
Urban Community	10.7%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	48.58	Racial Diversity Index	42.87
Ancestry Diversity Index	43.69	Diversity Composite Index	14.54
Foreign Born Diversity Index	2.59	Population Density Index	20.13

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01049960700	Total Households in 3 mi Ring	1,266
CT Centroid Latitude	34.25189	Active Evangelical HHLDS	340
CT Centroid Longitude	-86.03516	Active Evangelical PERCENT	26.86%
City Location	Crossville	Unreached HHLDS	665
County Location	DeKalb	Unreached Percent	52.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	121
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	9.57%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	83
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.55%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	461
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	36.44%

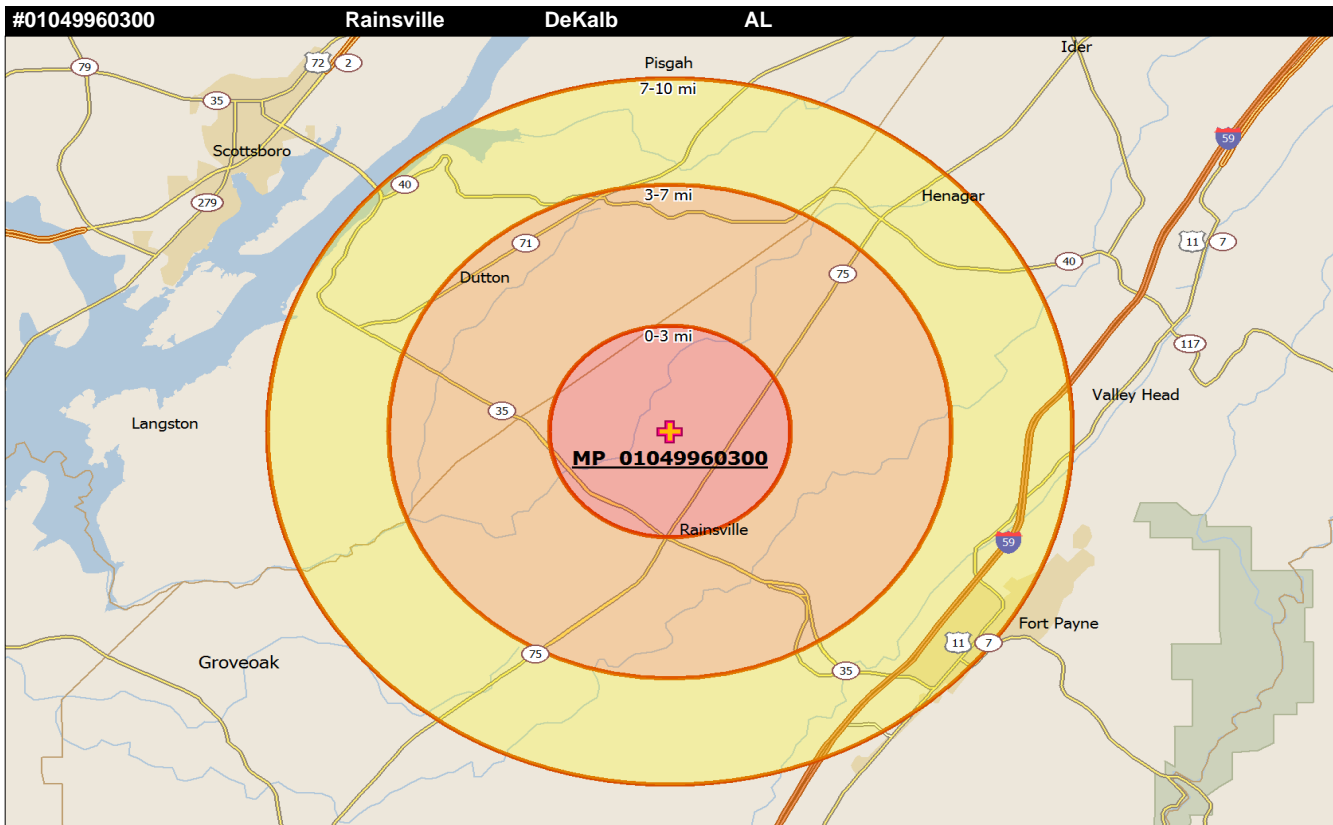
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.32%	Low Education County	True
Mainstay Community	6.79%	Low Employment County	False
Working Community	18.96%	Persistent Poverty County	False
Country Community	67.14%	Population Loss County	False
Aspiring Community	0.39%	Nonmetro Recreation County	False
Urban Community	3.55%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	41.05	Racial Diversity Index	28.02
Ancestry Diversity Index	41.25	Diversity Composite Index	11.34
Foreign Born Diversity Index	7.25	Population Density Index	18.27

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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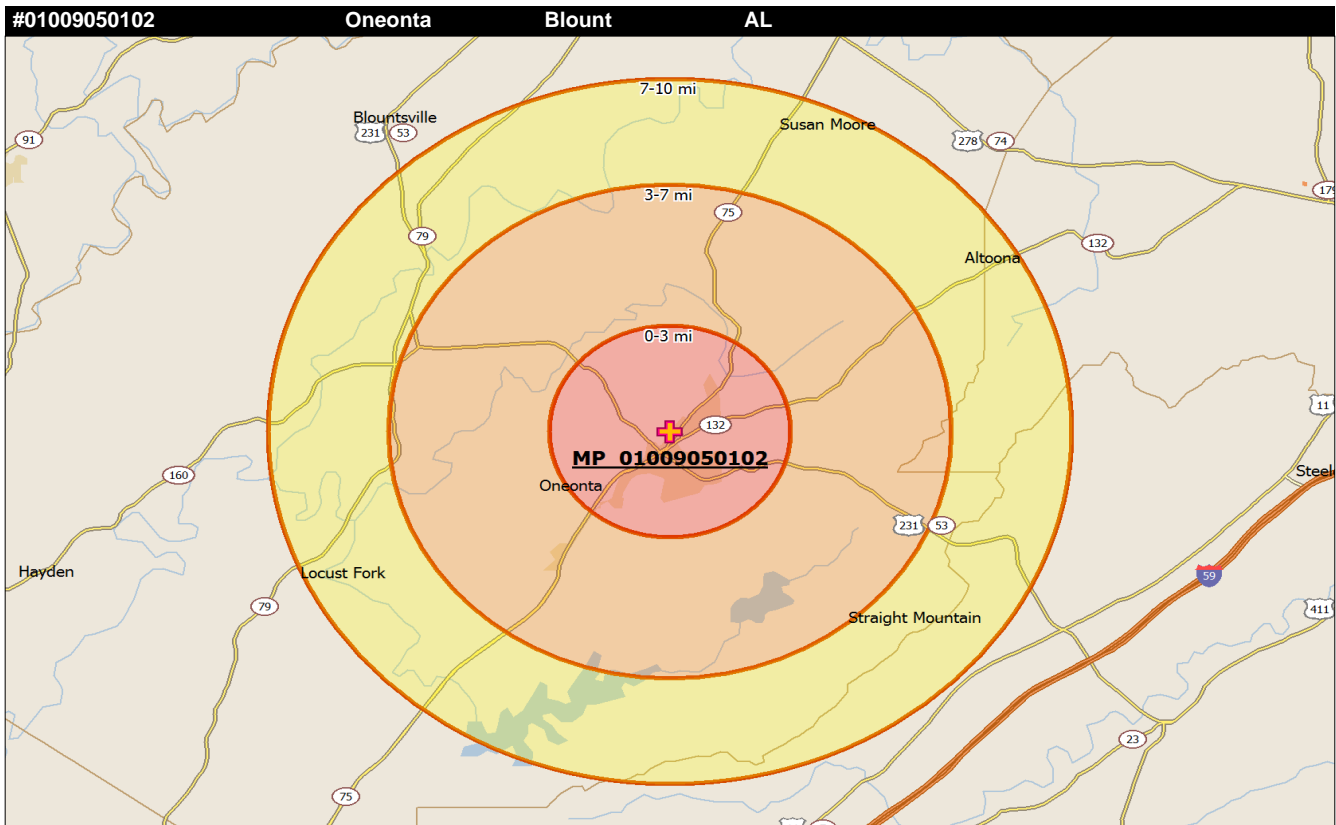
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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01049960300	Total Households in 3 mi Ring	1,579
CT Centroid Latitude	34.52734	Active Evangelical HHLDS	431
CT Centroid Longitude	-85.86042	Active Evangelical PERCENT	27.28%
City Location	Rainsville	Unreached HHLDS	814
County Location	DeKalb	Unreached Percent	51.52%
Sitescape Category code	2	Religious but NOT Evang HHLDS	136
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	8.63%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	108
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.86%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	569
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	36.05%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.65%	Low Education County	True
Mainstay Community	8.42%	Low Employment County	False
Working Community	21.91%	Persistent Poverty County	False
Country Community	63.77%	Population Loss County	False
Aspiring Community	0.51%	Nonmetro Recreation County	False
Urban Community	3.61%	Retirement Destination County	False

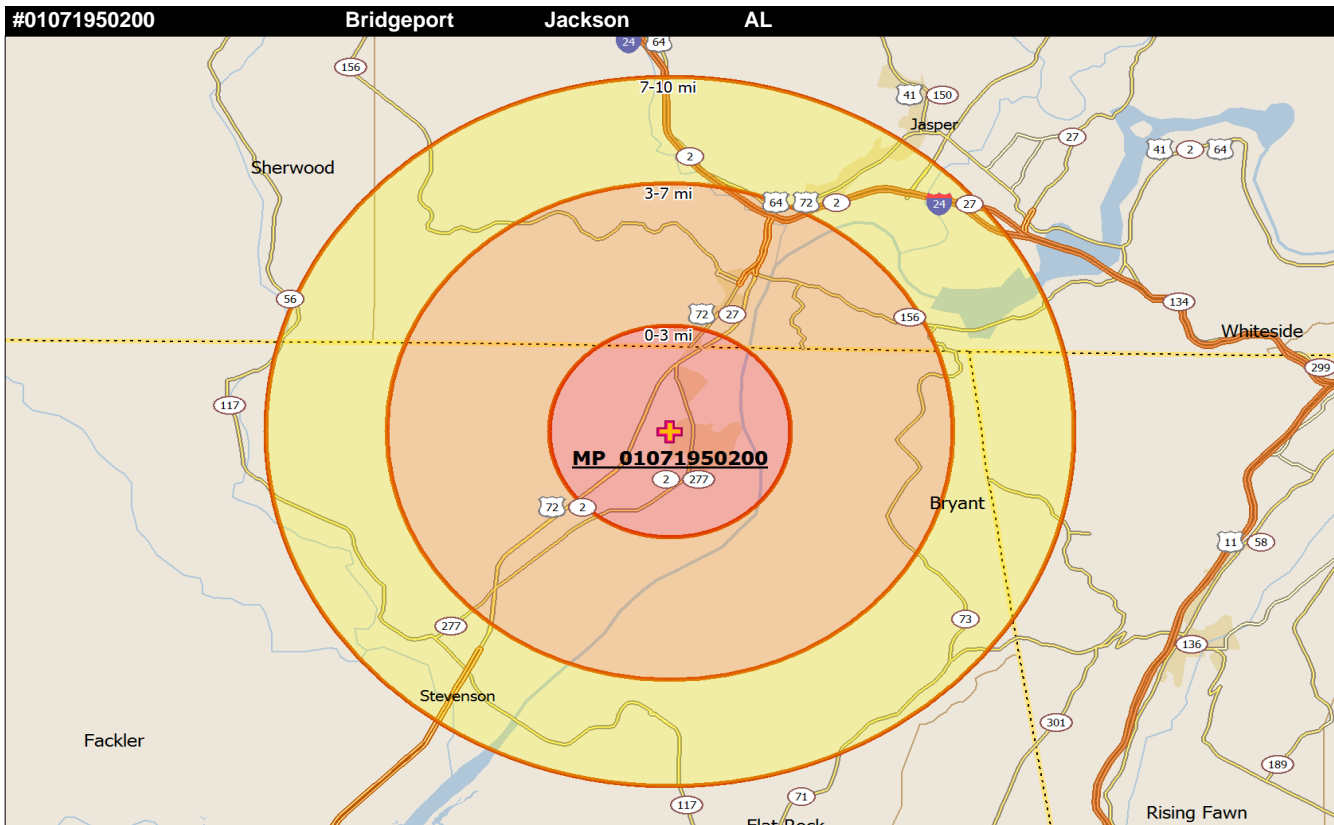
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	21.99	Racial Diversity Index	14.59
Ancestry Diversity Index	52.61	Diversity Composite Index	7.76
Foreign Born Diversity Index	21.23	Population Density Index	17.44



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01009050102	Total Households in 3 mi Ring	2,424
CT Centroid Latitude	33.95423	Active Evangelical HHLDS	393
CT Centroid Longitude	-86.46497	Active Evangelical PERCENT	16.23%
City Location	Oneonta	Unreached HHLDS	1,588
County Location	Blount	Unreached Percent	65.53%
Sitescape Category code	2	Religious but NOT Evang HHLDS	343
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.16%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	250
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.33%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,001
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.31%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.03%	Low Education County	False
Mainstay Community	35.64%	Low Employment County	False
Working Community	30.32%	Persistent Poverty County	False
Country Community	17%	Population Loss County	False
Aspiring Community	2.93%	Nonmetro Recreation County	False
Urban Community	5.12%	Retirement Destination County	True

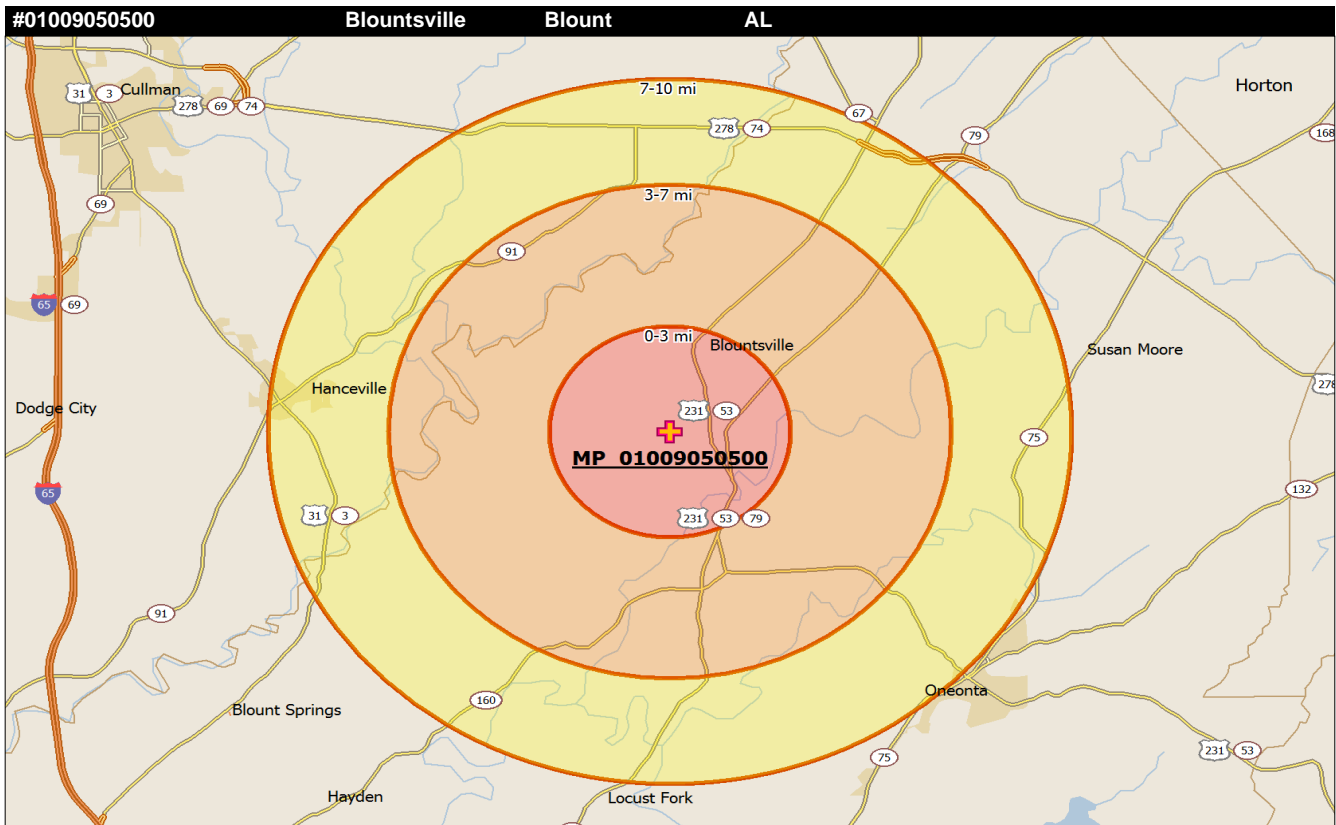
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	50.01	Racial Diversity Index	38.86
Ancestry Diversity Index	45.27	Diversity Composite Index	13.21
Foreign Born Diversity Index	2.08	Population Density Index	19.29



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01071950200	Total Households in 3 mi Ring	1,725
CT Centroid Latitude	34.94492	Active Evangelical HHLDS	362
CT Centroid Longitude	-85.72773	Active Evangelical PERCENT	20.98%
City Location	Bridgeport	Unreached HHLDS	1,047
County Location	Jackson	Unreached Percent	60.7%
Sitescape Category code	2	Religious but NOT Evang HHLDS	221
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.79%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	153
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.84%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	681
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.46%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.07%	Low Education County	True
Mainstay Community	5.8%	Low Employment County	False
Working Community	40.17%	Persistent Poverty County	False
Country Community	29.8%	Population Loss County	False
Aspiring Community	3.36%	Nonmetro Recreation County	False
Urban Community	17.86%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	2.89	Racial Diversity Index	23.84
Ancestry Diversity Index	37.30	Diversity Composite Index	9.19
Foreign Born Diversity Index	44.52	Population Density Index	11.77



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01009050500	Total Households in 3 mi Ring	1,071
CT Centroid Latitude	34.03763	Active Evangelical HHLDS	234
CT Centroid Longitude	-86.63262	Active Evangelical PERCENT	21.81%
City Location	Blountsville	Unreached HHLDS	573
County Location	Blount	Unreached Percent	53.53%
Sitescape Category code	1	Religious but NOT Evang HHLDS	98
Sitescape Group code	1.3	Religious but NOT Evang PERCENT	9.12%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	78
Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	7.32%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	397
Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	37.1%

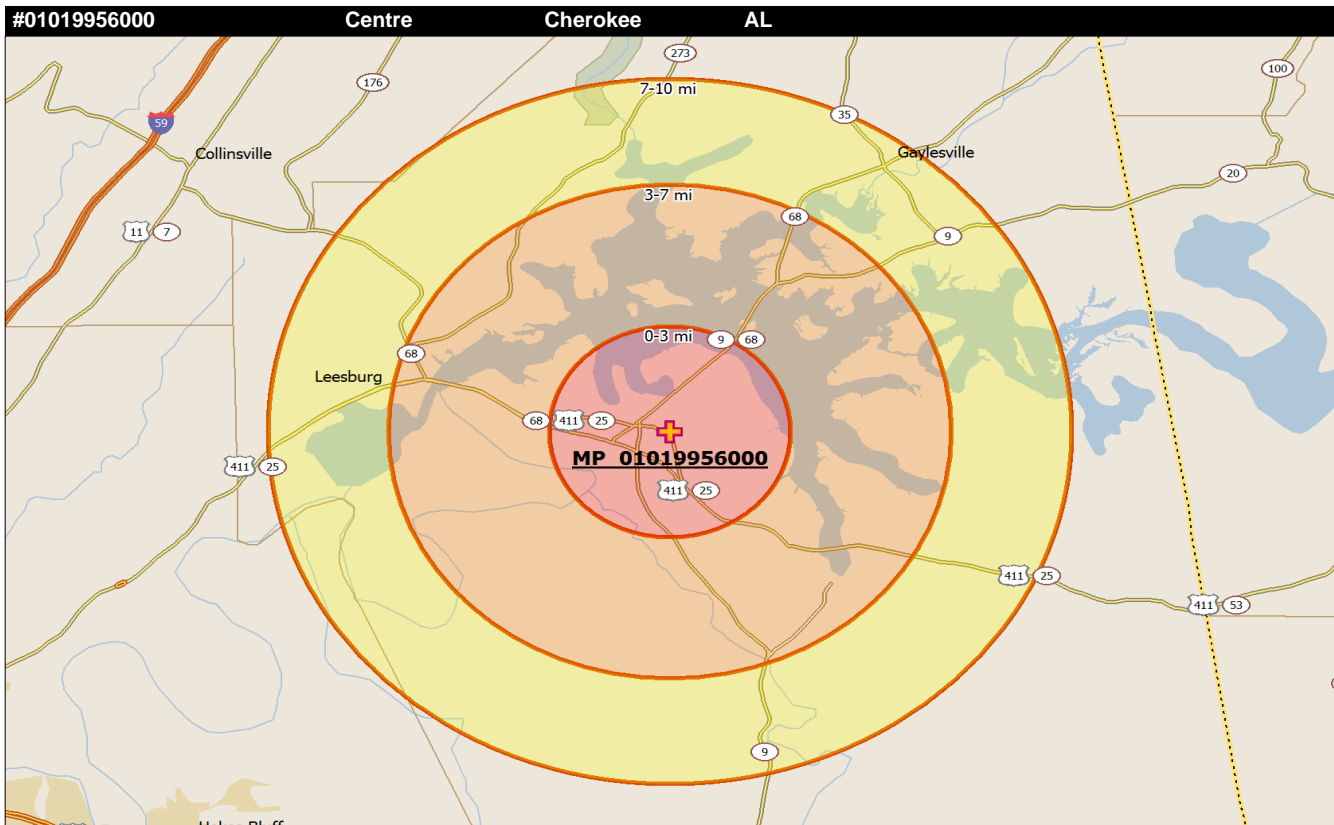
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.68%	Low Education County	False
Mainstay Community	16.53%	Low Employment County	False
Working Community	15.41%	Persistent Poverty County	False
Country Community	61.16%	Population Loss County	False
Aspiring Community	0.56%	Nonmetro Recreation County	False
Urban Community	4.58%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	27.12	Racial Diversity Index	28.42
Ancestry Diversity Index	50.72	Diversity Composite Index	11.63
Foreign Born Diversity Index	3.97	Population Density Index	4.61

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01019956000	Total Households in 3 mi Ring	1,858
CT Centroid Latitude	34.16380	Active Evangelical HHLDS	333
CT Centroid Longitude	-85.66178	Active Evangelical PERCENT	17.93%
City Location	Centre	Unreached HHLDS	1,151
County Location	Cherokee	Unreached Percent	61.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	227
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.24%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	221
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.92%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	703
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	37.83%

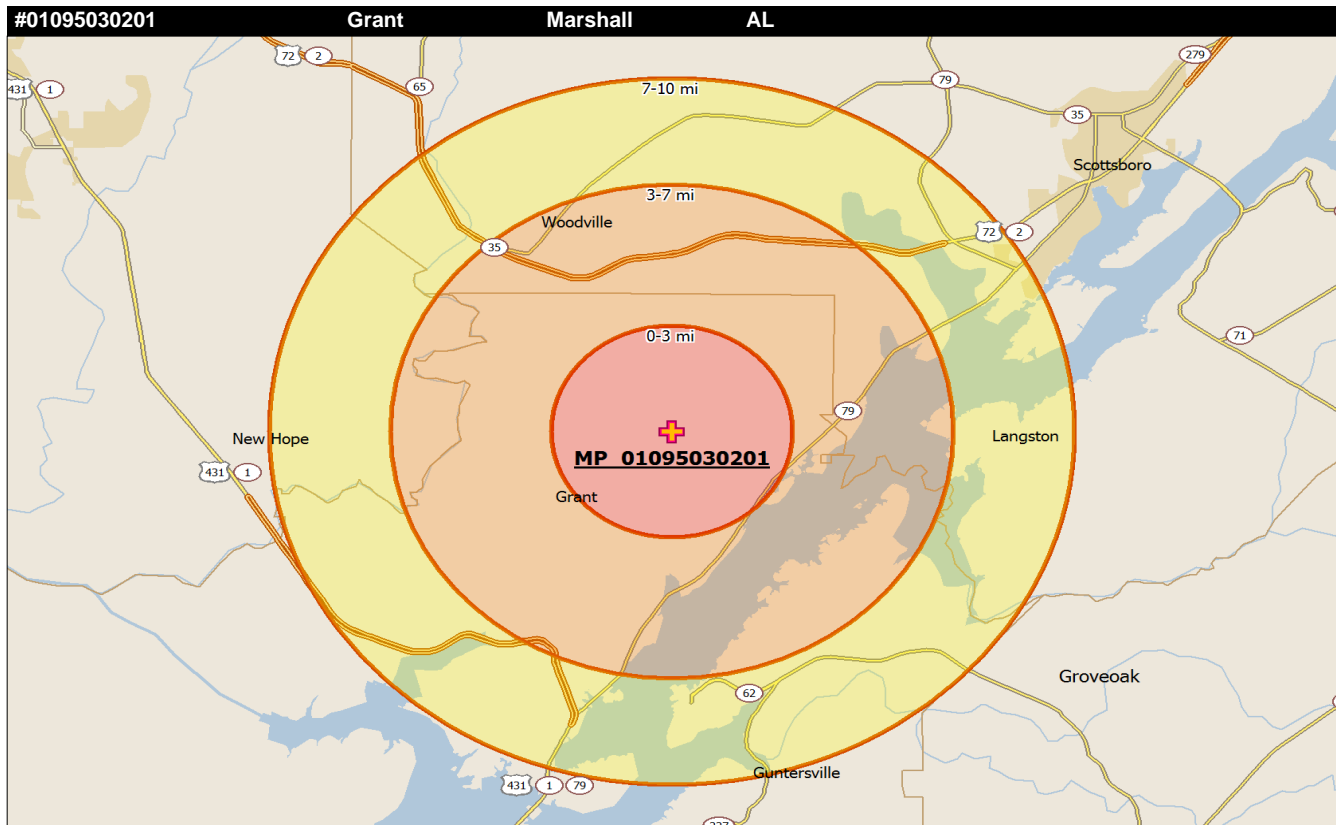
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.59%	Low Education County	True
Mainstay Community	17.12%	Low Employment County	False
Working Community	20.24%	Persistent Poverty County	False
Country Community	36.11%	Popualtion Loss County	False
Aspiring Community	5.11%	Nonmetro Recreation County	False
Urban Community	13.94%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	3.18	Racial Diversity Index	19.14
Ancestry Diversity Index	35.51	Diversity Composite Index	9.66
Foreign Born Diversity Index	32.34	Population Density Index	15.85

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01095030201	Total Households in 3 mi Ring	1,062
CT Centroid Latitude	34.51810	Active Evangelical HHLDS	277
CT Centroid Longitude	-86.21465	Active Evangelical PERCENT	26.05%
City Location	Grant	Unreached HHLDS	621
County Location	Marshall	Unreached Percent	58.46%
Sitescape Category code	2	Religious but NOT Evang HHLDS	121
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.38%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	93
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	407
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.33%

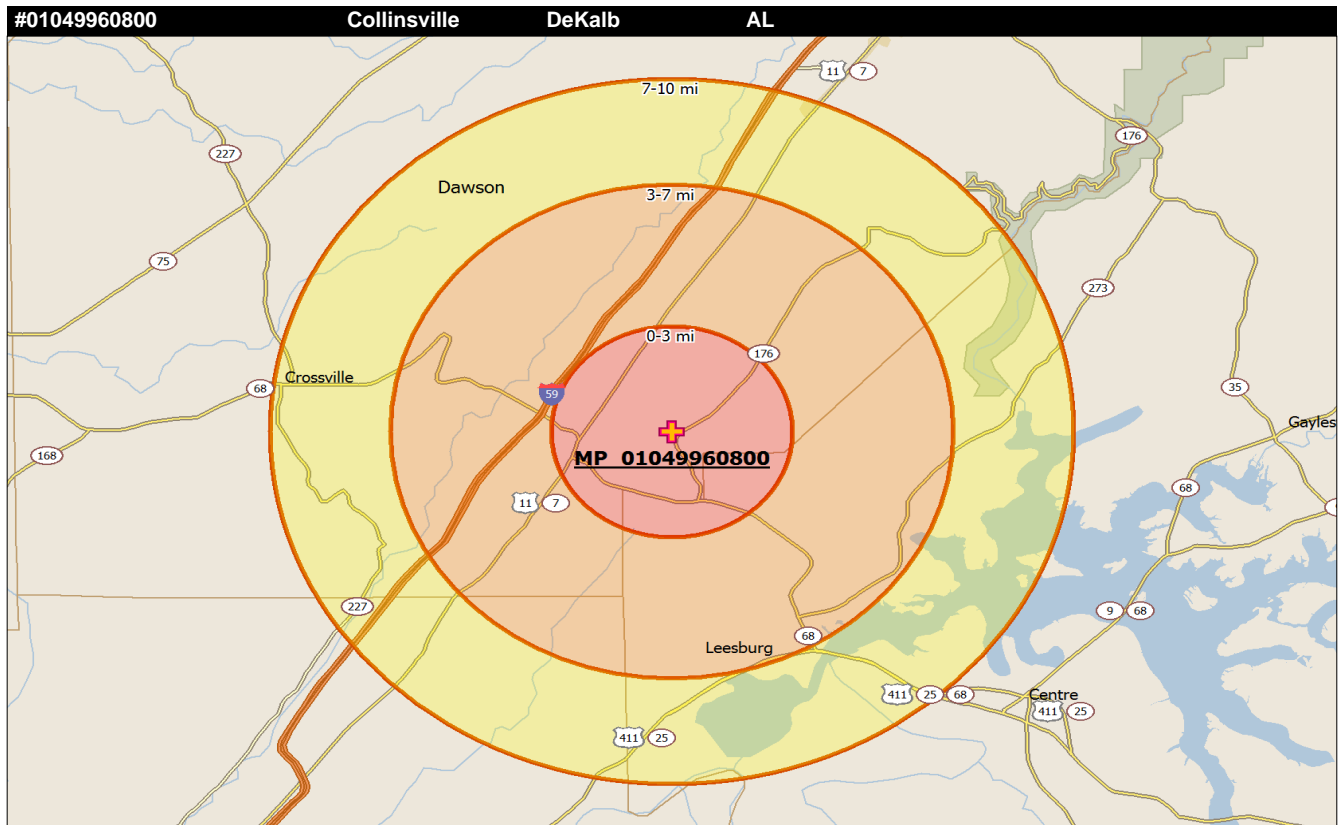
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.02%	Low Education County	False
Mainstay Community	16.01%	Low Employment County	False
Working Community	14.97%	Persistent Poverty County	False
Country Community	38.04%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	3.95%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	1.66	Racial Diversity Index	5.56
Ancestry Diversity Index	65.58	Diversity Composite Index	7.35
Foreign Born Diversity Index	28.60	Population Density Index	15.53

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01049960800	Total Households in 3 mi Ring	1,020
CT Centroid Latitude	34.26784	Active Evangelical HHLDS	261
CT Centroid Longitude	-85.85938	Active Evangelical PERCENT	25.56%
City Location	Collinsville	Unreached HHLDS	557
County Location	DeKalb	Unreached Percent	54.6%
Sitescape Category code	2	Religious but NOT Evang HHLDS	107
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.53%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	67
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.54%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	385
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	37.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.06%	Low Education County	True
Mainstay Community	7.45%	Low Employment County	False
Working Community	17.75%	Persistent Poverty County	False
Country Community	56.57%	Population Loss County	False
Aspiring Community	0.88%	Nonmetro Recreation County	False
Urban Community	15.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	66.86	Racial Diversity Index	74.55
Ancestry Diversity Index	17.32	Diversity Composite Index	15.41
Foreign Born Diversity Index	0.39	Population Density Index	14.58

Interpreting Your Mission Point Report

Your Mission Point Report has a number of key factors about the 3 mile ring around the census tract centroid that is referenced. These notes review these factors.

1. Census Tract

Each location is based upon a 3 mile ring study around the center of one of the 65,370 census tracts in the United States. For more information about a census tract please consult the US Census Bureau website or you can read the short article on census tracts at Wikipedia.

2. Latitude and Longitude

The latitude and longitude of the center of the census tract is provided for GPS purposes.

3. City Location

The City Location refers to the Census Place that is associated with the census tract location.

4. County Location

The County Location refers to the County in which the census tract is located.

5. SITESCAPE Category and SITESCAPE Category Code

The SITESCAPE Category refers to a typology that was created by IICM based on a number of factors in order to differentiate between types of rural, town, suburb, and city locations. The SITESCAPE Categories have been used in academic studies as an indexing tool to compare similar contexts.

6. SITESCAPE Group and SITESCAPE Group Code

The SITESCAPE Group label and code refers to divisions within the broader countryscape, townscape, suburbscape and cityscape types.

7. Density Pattern

The SITESCAPE measures the population density for the 0-3 mile band, 3-7 mile band, and 7-10 mile band around a census tract centroid (center). The relationship between the density of these three bands produces 17 different density patterns. These density patterns may be grouped into one of three groups: increasing, decreasing, and constant variance. But who cares? Why is this important? It is significant because density patterns provide a glimpse into the type of location that is being evaluated.

There are three types of density patterns: Increasing, Decreasing and Constant. The density pattern when combined with the population pattern will enable you to get a feel for the type of community dynamics that are likely to be occurring within the location.

Increasing Density Patterns

Locations with increasing patterns are typically located at the outer fringe of more highly urbanized areas. In many cases these are suburban areas (with less density) that are outside more dense areas (like inner city areas). There are 5 types of Increasing Density patterns (see the page 10):

- A - Increasing Density at a Greater Rate
- B - Increasing Density at a Similar Rate
- C - Increasing Density at a Lesser Rate
- D - Increased followed by Density Leveling Off
- E - Increased followed by Decreased Density

Constant Density Patterns

Locations with a constant variance are located within a similar pattern that dominates the ten mile ring. Thus, the degree of density in these situations may give some indication of the geographical extent of similar contexts. There are 3 types of Constant Density patterns

- F - No Change followed by Increased Density
- G - No Change remaining Constant Density Level
- H - No Change followed by Decreased Density

Decreasing Density Patterns

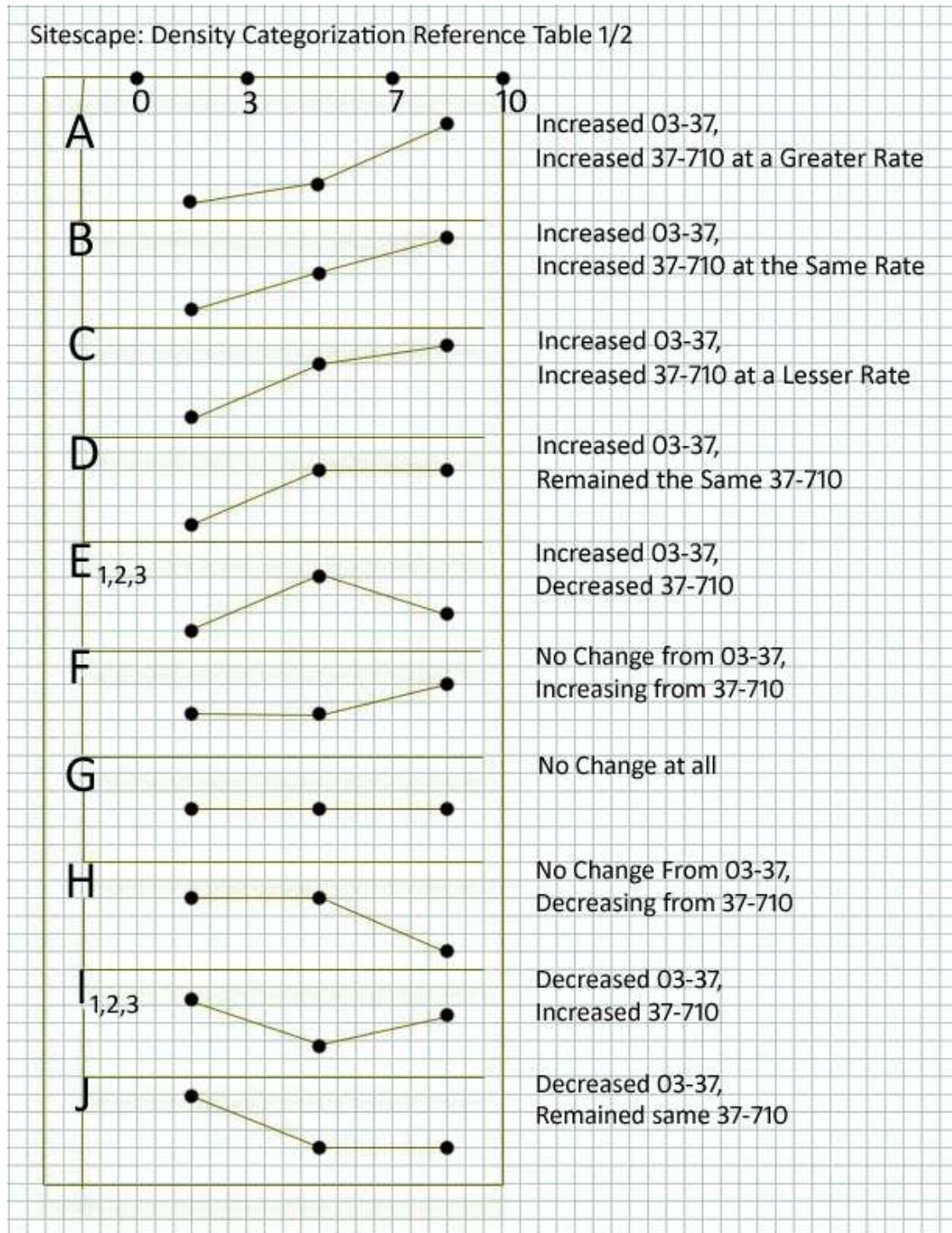
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

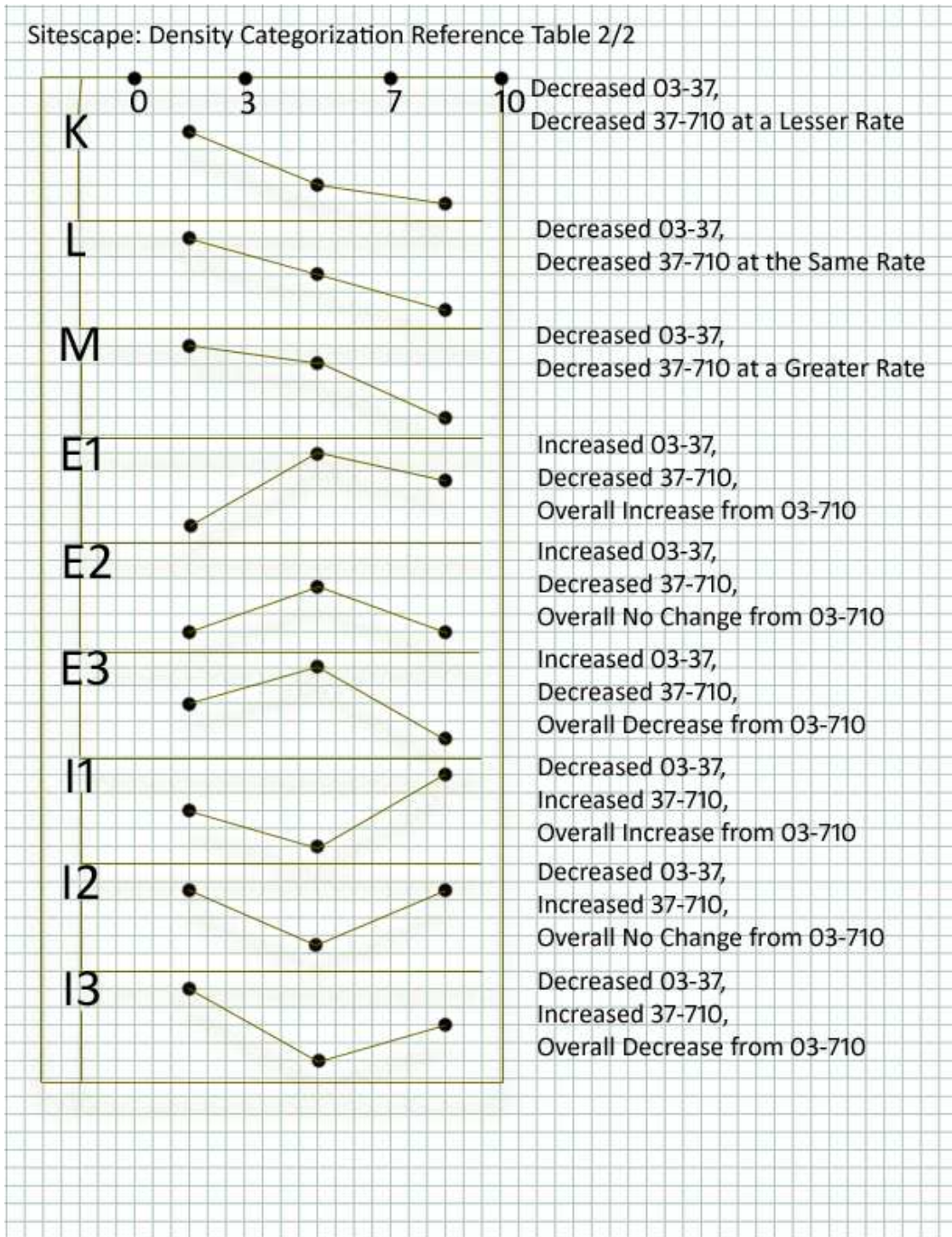
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

8. Population Pattern

The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number represents the 7-10 mile band.

- 100000 -- means that the population within the 0-3 mile band is between 50000 and 100000
- 250000 -- means that the population within the 3-7 mile band is between 100000 and 250000
- 100000 -- means that the population within the 7-10 mile band is between 50000 and 100000





9. Using Density and Population Patterns

Example: #1 rank in Osecola, FL has the Density Pattern: K and the Population Pattern: #100000-250000-100000. The density pattern, K, is "Decreasing Density at a Lesser Rate".

Interpreting the Population Pattern in light of the Density Pattern

When the Population Pattern is interpreted in light of the density pattern "K", then, one will note the following:

1. While the population is greatest in the 3-7 mile band, it is much more dispersed across the landscape, with a significant less amount of density.
2. While the population in the 7-10 mile band is much less than the 3-7 mile band, its density continues to decrease compared to either of the first two bands.

What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
 - greater sense of community and location identity among the population
 - probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band
2. The 3-7 mile band, while having a greater amount of population is more dispersed -- which could mean:
 - probably more "suburban-like" and commuter oriented
 - which means a more "regional" approach to church planting may be justified
3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location -- which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale enclaves -- either direction represents a unique church planting environment

10. Total Households in 0-3mi Band

This gives the total number of households in the 0-3 mile ring around the center of the census tract location.

11. Active Evangelical HHLDS and PERCENT

The *Active Evangelical Presence* refers to the number of households that we would expect to be in attendance in an evangelical church on an average Sunday in the location. This information is based upon the evangelical attendance patterns by county compiled by Dave Olson of the AmericanChurch.org that has been cross-referenced against a number of other datasets. The HHLDS count gives the number of households and the PERCENT gives the percentage of active evangelicals.

12. Unreached HHLDS and PERCENT

The *Unreached Status* refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be evangelical Christian. An evangelical Christian is a person who professes to have accepted Jesus Christ as his or her personal Lord and Savior. This is based on a survey conducted by the Simmons Market Research Bureau.

13. Religious But Not Evangelical HHLDS and PERCENT

The *Religious but not Evangelical* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian but consider themselves to be a part of some established religion or religious institution. The "religious but not evangelical" person usually is committed to a non-evangelical Christian denomination or some other world religious or religious group.

14. Spiritual But Not Religious HHLDS and PERCENT

The *Spiritual but not Religious* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that are interested in spirituality but are not interested in organized religion. This category includes alternative spiritualities and new age movements.

15. Not Evangelical Not Interested HHLDS and PERCENT

The *Non-Evangelical and Not Interested* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian and are not interested in spirituality or religion.

16. Upscale Community PERCENT

The *Upscale Community* category refers to the percentage of households in the 3 mile ring that are considered affluent or upscale compared to the national average. These well-to-do households not only appear in suburbs, but also in small towns, on the metro fringe, and sometimes in urban environments.

17. Mainstay Community PERCENT

The *Mainstay* (meaning: pillar, bulwark, anchor) Community category refers to the percentage of households in the 3 mile ring that are established families primarily in secondary cities and small and medium-sized towns. Typically these households are the older, stable families who often are the "pillars" of smaller communities.

18. Working Community PERCENT

The *Working Community* refers to the percentage of households in the 3 mile ring whose adults work in blue-collar occupations. Typically these household workers are members of the working class who typically performs manual labor and earns an hourly wage.

19. Country Community PERCENT

The *County Community* refers to the percentage of households in the 3 mile ring who live in large and isolated areas of an open country with low population density. Many of these work in agriculture or mining.

20. Aspiring Community PERCENT

The *Aspiring Community* refers to the percentage of households in the 3 mile ring who typically are young, single, single parents, or childless couples; and typically living in multi-family housing. Some are students but most are employed. Included in this community are group-quarters such as: college dormitories, military housing, and prison facilities.

21. Urban Community PERCENT

The *Urban Community* refers to the percentage of households in the 3 mile ring who live in high population density areas. The Census Bureau defines any area with 2500 population or more as “urbanized.” Urban Communities appear in the downtown and inner city areas of towns, cities, and metropolitan areas. It is not unusual for a densely populated area of a small town to be considered “an urban community.” What they have in common is density of population and “town” or “city” living.

22. Low Education County TYPE

Low-education counties are those counties where at least one of every four adults age 25-64 has not completed high school. About 20% of the counties in the United States have been classified in this category with more than 90% of these appearing in the non-metro Southern region with historically large shares of Blacks and Hispanics. Similarly, low-education counties in the Western region are concentrated in areas with large ethnic minority populations, such as California’s Central Valley and portions of Arizona and New Mexico.

23. Low Employment County TYPE

Low-employment counties are those counties where employment rates are below 65%. Mostly rural, these counties have minimal capacity for generating jobs. These counties are found primarily in southern Appalachia, the Mississippi Delta, and other predominately Black areas in the Southern region of the US; in Indian and Hispanic areas of the Southwest region; and the timber and agricultural areas of the Northwest region.

24. Persistent Poverty County TYPE

Counties are *persistently poor* if 20 percent or more of their populations were living in poverty over the last 30 years. Although large numbers of the poor live in major metropolitan areas, poverty rates have been consistently higher in rural areas since the 1960s, and these counties are not evenly distributed across the United States. A large number of these counties are in the Southern region of the United States.

25. Population Loss County TYPE

Population loss counties are those counties that have lost population over the last 30 years. Typically population loss signals weak economic conditions. These rural and small town communities often suffer out-migration due to loss of farm-related jobs resulting from technological advances in agriculture. Clusters of population loss counties may be found in the Great Plains (particularly North Dakota), the lower Mississippi Valley, and central Appalachia.

26. Nonmetro Recreation County TYPE

Nonmetropolitan recreation counties are those counties that have a major dependence on recreational activity. This dependence is measured based upon the percentage of employment, the annual earnings, and percentage of housing units that are tied to recreational use. About 14% of US counties have been designated as Nonmetro Recreation Counties. These counties are particularly common in the Great Lakes States, the Mountain West, and upland areas of the Northeast region.

27. Retirement Destination County TYPE

Retirement destination counties are those counties where the number of residents age 60 and older grew by 15 percent or more over the last 30 years due to in-migration. The majority of these counties are nonmetro counties where retirees are moving to small town and rural communities.

28. Language Diversity INDEX

Language Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of languages* represented within the three mile ring.

29. Ancestry Diversity INDEX

Ancestry Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of ancestries* represented within the three mile ring.

30. Foreign Born Diversity INDEX

Foreign Born Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *largest number of countries of origin represented among the foreign born population* within the three mile ring.

31. Racial Diversity INDEX

Racial Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most even balance between a large number of races* represented within the three mile ring.

32. Diversity Composite INDEX

Diversity Composite of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The Diversity Composite Index weights the language, ancestry, foreign born, and racial diversity indexes into an overall diversity score. This particular location is then compared to all other locations in the US.

33. Population Density INDEX

Population Density of a three mile ring around the Census Tract on a percentile scale compared with all other Census Tracts' bands in the US. Population Density refers to the amount of population per square mile within the three mile ring.



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